

# JALISCO EDUCATIONAL KIT



## JALISCO WEEK IN IDAHO

SEPTEMBER 20-26, 1998

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AFFAIRS AND JAIME CORTEZ OF HOMEDALE ELEMENTARY SCHOOL

IDAHO-JALISCO SISTER STATE TASK FORCE

# WHAT IS A SISTER STATE?

## IDAHO, USA AND JALISCO, MEXICO

The Idaho-Jalisco (pronounced HA-LEES-CO) Sister State Agreement was signed on February 26, 1996. A sister state relationship was established because Idaho and Jalisco have many similarities. government of Jalisco reports that a large portion of Idaho's Hispanic population has historical ties to the Mexican state.

The primary objective of the agreement is to foster partnerships in industry, commerce, tourism, culture, education, agriculture, technology and environmental protection. One way to enhance the relationship is through education about Jalisco and the unique opportunities the Sister State relationship provides for Idaho's future.

This educational kit is intended to assist Idaho teachers in preparing lessons on Jalisco, its geography, history, culture and business. Along with background material, the kit provides suggested activities to encourage the integration of the disciplines.



# THE GEOGRAPHY OF JALISCO



Jalisco, known for its sandy soil, literally means, "sandy plain." Jalisco is located in the western part of Mexico and has a population of 6 million. The geography is made up of a complex landscape, ranging from mountainous regions to open range land and tropical forests.

The Mazamitla Mountain Range, part of the "Sierra Madre Occidental," is located in the western part of the state. The hilly region is covered with woods, where beautiful pine and oak trees grow. Wildlife in this region includes deer, porcupine, wildcat, rabbit, squirrel, eagle, gavilancillo, chachalaca and wild turkey. In Mazamitla, there are numerous streams and waterfalls such as "El Salto," which is 35 meters high.

Lake Chapala, the largest lake in Mexico, is located in the southern part of Jalisco. *Chapala* literally means, "place where crickets lay over the water." Some 30,000 Americans and Canadians live in and around the lake, which is near the city of Guadalajara.

The high valleys of Jalisco have developed strong regional traditions and a solid agricultural economy. *Charros* are Mexican cowboys who work in this region. They train for *charrería*, the sport of charros, which grew out of the routine handling of horses and bulls on Mexican ranches.

Guadalajara is Mexico's second largest city and is a popular tourist destination. There are many fiestas in Guadalajara and the town is known for its village handicrafts (with origins dating back to the days of the Spanish conquest) and for its *mariachi* music.

Puerto Vallarta, a coastal town, is also one of Jalisco's main tourist attractions. It is on the Costa Dorada, at the mid-point of Banderas Bay, one of the world's largest bays. The horseshoe-shaped bay has over 40 miles of coast along its circumference and measures about 20 miles from land's center to the open ocean and about 25 miles across, with depths of up to two miles. From December-April, the bay is full of dolphins, sea turtles, gray and humpback whales and giant manta rays with "wingspans" ranging from 16 to 30 feet. Puerto Vallarta is on the same latitude as the Hawaiian Islands and has a comparable tropical climate.

# THE HISTORY OF JALISCO

Politically and economically, Jalisco is one of Mexico's most important states. It is bordered by the Pacific Ocean on the west and by the states of Colima on the south, Michoacán on the southeast, Guanajuato and a tiny portion of San Luis Potosí on the east, and Zacatecas, Aguascalientes, and Nayarit on the north.

The Spanish conquest of the area that is present-day Jalisco was especially devastating the native population. It is estimated that fighting and disease reduced the native population by as least 90 percent between the 1520's and 1560's. As a result, there are few Native Americans in modern-day Jalisco.

The state played a significant role in 19<sup>th</sup>- and 20<sup>th</sup>-century Mexican history. It was the site of fierce fighting during the country's struggle for independence from Spain, as well as during the Mexican Revolution (1910-1920). Jalisco was probably most prominent, however, during the Cristero Rebellion (1926-1929), a violent and religiously motivated conflict between the national government and Mexicans who opposed government efforts to limit the power of the Roman Catholic Church. The state is a stronghold for the National Action Party, the most prominent opposition party competing against the historically dominant Institutional Revolutionary Party.

In the early 1990's, Jalisco was the fourth most populous state in Mexico. The capital city of Guadalajara is the nation's cultural, religious, and economic center second only to Mexico City. The capital dominates the state's political and economic activity. Guadalajara has an important Roman Catholic diocese (a geographic subdivision of the Roman Catholic Church). The diocese has long been the home of a cardinal, one of the highest officials in the Roman Catholic Church. The public University of Guadalajara (1792) is one of the country's most prestigious academic institutions. Jalisco has produced some leading international cultural figures, including the novelist Agustín Yáñez, whose work is set in rural Jalisco, and the painter and muralist José Clemente Orozco, whose former studio is now a museum. Some of Orozco's work can be found in public buildings in Guadalajara.



# CULTURE IN JALISCO

Known worldwide for its music, food and art, Jalisco enjoys a rich cultural tradition. Because Jalisco has traditionally been isolated from the rest of the world by the Sierra Madre Mountains, it is often said that the state maintains the most authentic and pure Mexican culture.



## El Mariachi

Considered one of Mexico's national treasures, the mariachi music of Jalisco is famous throughout the world. Its origins lie in the musical traditions of the ancient inhabitants of Jalisco. The primitive forms of mariachi included simple instruments such as the drum and reed flute. More instruments were introduced by the Spanish when they colonized the region around 1530. This art form began when Mexican cowboys, or *charros*, began a tradition of singing among themselves. Their music became so popular that they were asked to sing in public. Today, mariachi musicians continue to wear the traditional charro costume.

Traditional mariachi includes a string ensemble composed of two violins, a guitar, a *guitarrón* and a *vihuela*. Modern mariachi music also includes trumpets. Ensembles specialize in playing both classical and popular Mexican music. To see what mariachi music sounds like, go to <http://www.jalisco.com/culture/index.html>. Using a free program called Real Player, you can listen to some of Jalisco's most famous traditional music.

## El Ballet Folclórico Nacional

The Ballet Folclórico Nacional, or the National Folkloric Ballet is very well-known throughout the world. The group performs worldwide. It is composed of teachers and students from the University of Guadalajara. The Ballet's objective is twofold: to create a new kind of folklore while preserving and interpreting traditional folklore. Much of their work is inspired by traditional Jaliscan dance, including that of the pre-Hispanic occupants of Jalisco, the Aztecs.



## Food

Jalisco is also well-known for its delicious food. Children in Jalisco may eat very different food than children in Idaho. Corn tortillas are the foundation for many meals, including tacos, flautas, enchiladas and burritos. Some of the most common ingredients are chilies, onions, garlic and cheese. A recipe for a typical Jaliscan meal follows.



## JOSÉ CLEMENTE OROZCO

José Clemente Orozco was one of Mexico's most famous artists. He was born in Jalisco in 1883 and died in 1949. Murals were Orozco's speciality. Some of the most famous are located in the Gallery of Mexican Art in Mexico City and the Museum of Modern Art in New York City. His art was famous all over the world and he traveled to the United States and Europe to exhibit it.

Orozco was also well-known for his paintings. One of the most famous is "Criminales de Guerra," or "War Criminals." Like much of his art, this piece was influenced by the Mexican struggle for independence from Spain.

### *WHAT IS A MURAL?*

A mural is a large picture that is painted directly on a wall or ceiling.



*The False Science and the Human Problem, Orozco*  
University of Guadalajara



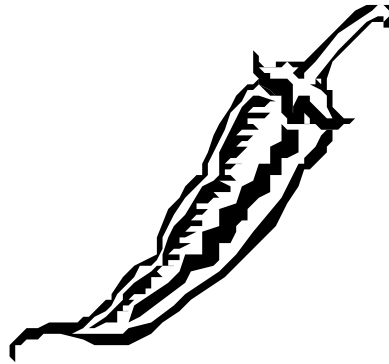
*Anglo America, Orozco*  
New Hampshire

## **BIRRIA**

### **Jalisco-Style BBQ**

#### **Ingredients:**

1 kilo (2.2 lbs.) of beef rib in pieces  
6 cloves of garlic  
1 onion  
3 laurel leaves  
1 pinch of cumin  
chili guajillo as desired  
salt  
pepper



#### **Procedure:**

1. Cook the meat with the garlic and onion in enough water to immerse them.
2. Toast, hollow out and soak the chilies (approximately 5 minutes). Liquify them in the water they soaked in.
3. Strain the sauce from the chili into the pot in which the meat is cooking. Add 3 small laurel leaves, cumin, salt and pepper. Wait until the meat is well cooked.

#### **Salsa for the Birria**

Ingredients:  
1/2 cup of vinegar  
2 pieces of garlic  
chili piquin or chili de arbol as desired

#### **Procedure:**

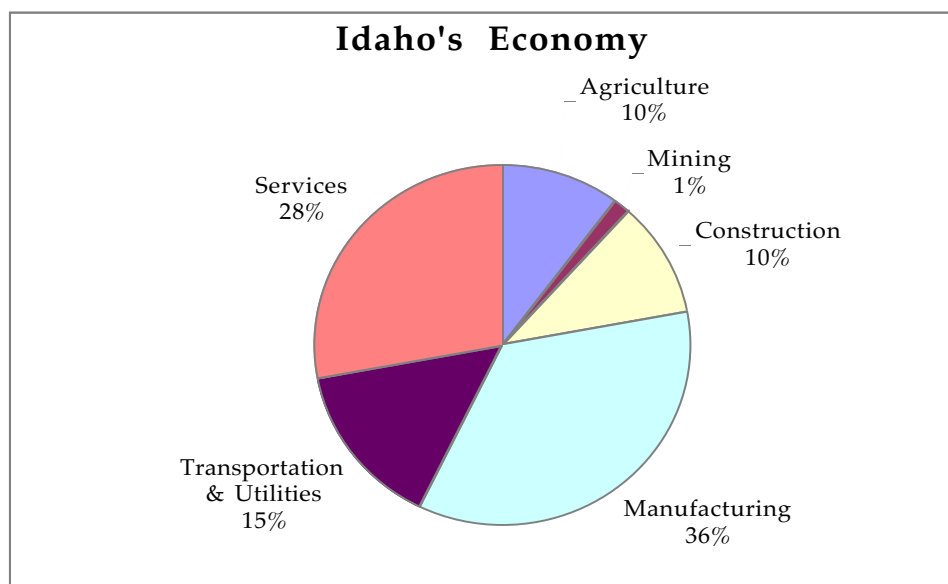
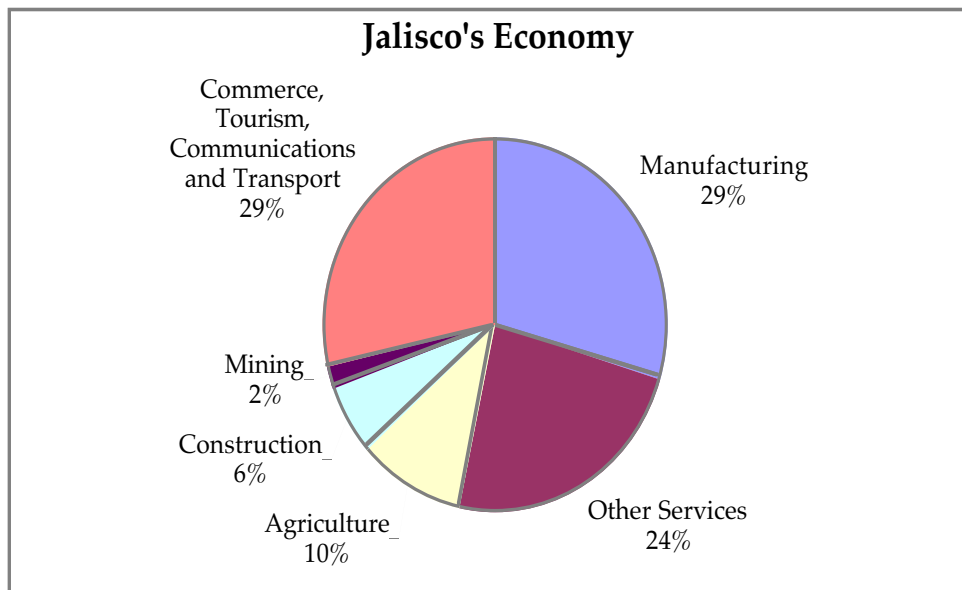
Soak the chili and garlic in vinegar and grind. Serve with chopped onion, sliced limes and oregano.

*This and other typically Jaliscan dishes can be found at <http://mexico.udg.mx/Ingles/Cocina>.*

# BUSINESS AND THE JALISCO ECONOMY

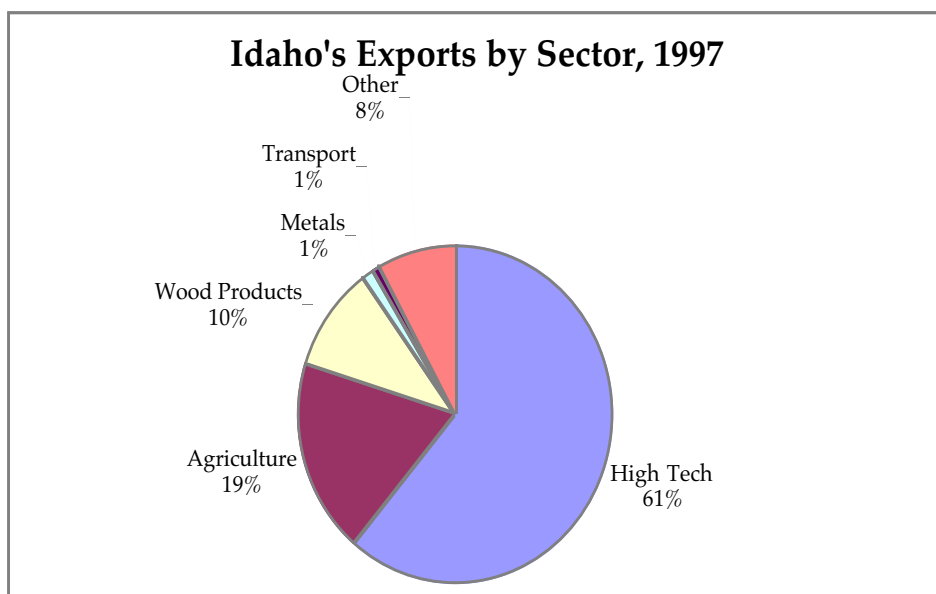
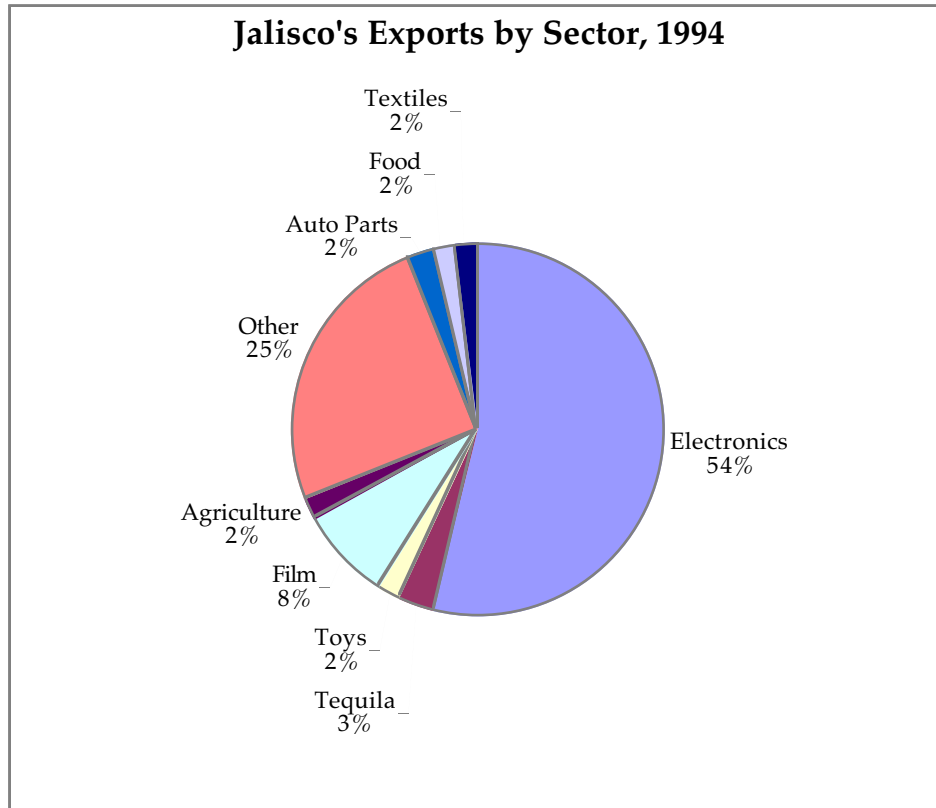
Jalisco is an important part of Mexico. Among Mexican states, it has the third largest economy and is ranked first in the production of agricultural goods, computers and jewelry. Jalisco is conveniently located in western Mexico with more than 50 percent of Mexico's consumer market located within 350 miles of the state. This makes it very easy for companies in Jalisco to distribute their products within Mexico.

Like Idaho, Jalisco's economy was once primarily agricultural. In the last few decades, both economies have maintained their agricultural strength yet have diversified to include strong industrial sectors, especially in high technology. Jalisco is Mexico's largest producer of milk, pork, eggs, animal feed and corn. It is the second-largest Mexican producer of beef, poultry and sugar cane.

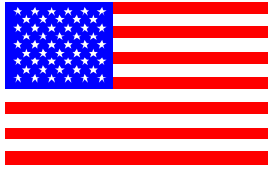


## INTERNATIONAL TRADE

International trade is an integral part of the Jaliscoan economy. In 1995, the state exported nearly \$5 billion to over 80 countries. The state's location on the Pacific Ocean also allows companies to easily ship goods overseas. Almost 70 percent of Jalisco's exports go to the United States, while the rest are distributed among Europe, Canada, and the remainder of Latin America. Some of Jalisco's most important exports are computers and electronic equipment, film, cameras, and agricultural products. In fact, Jalisco is known as the computer capital, or "Silicon Valley" of Mexico. Computers and electronic components are also among Idaho's most important exports.



Many American companies, including some from Idaho, have manufacturing or sales offices in Jalisco. More than twenty Fortune 500 companies have operations in the state. For example, Hewlett Packard, one of Idaho's largest employers, maintains a large manufacturing facility in Guadalajara.



### FOREIGN COMPANIES IN JALISCO

Hewlett Packard	J.R. Simplot Co.
IBM	Motorola
Honda	Hershey
Lucent Technologies	Eastman Kodak
Nestle	Siemens

Many other companies in Idaho sell their products in Jalisco. To promote business between Idaho and Mexico, the Idaho State Department of Agriculture, the Idaho Department of Commerce and several commodity commissions established the Idaho-Mexico Trade Office in 1994 in Guadalajara. This office helps companies find opportunities to sell their products in Mexico. Once a year, Idaho organizes a trade mission to Jalisco. On the trade mission, Idaho company representatives travel to a Mexico and meet with people interested in buying their products. This is a good opportunity to learn how to sell products in Mexico. Companies are attracted to Jalisco because of its prime location, highly productive workers and excellent infrastructure.

Jalisco's workers are highly efficient and easily learn the latest technologies. Jalisco is Mexico's second-largest educational center with 16 colleges and universities. The University of Guadalajara has over 86,000 students. Mexico's oldest private college, the Universidad Autonoma de Guadalajara, is also located in Jalisco. There are a variety of jobs available to people in Jalisco. The majority of the people work in farming, industry, or services.

## COMPARING JALISCO AND IDAHO



### JALISCO

POPULATION:	6 million
LAND SIZE:	49,711 sq. miles
EXPORTS:	\$4.9 billion
CAPITAL CITY:	Guadalajara (1.7 million people)
MAJOR CITIES:	Zapopan (993,000 people) Tlaquepacque (486,000 people)



### IDAHO

POPULATION:	1.2 million
LAND SIZE:	82,677 sq. miles
EXPORTS:	\$2.0 billion
CAPITAL CITY:	Boise (152,737 people)
MAJOR CITIES:	Pocatello (51,344 people) Idaho Falls (48,079 people)

# INTEGRATION

## SUGGESTED ACTIVITIES AND QUESTIONS

### ELEMENTARY SCHOOL

#### **GEOGRAPHY FOCUS:**

1. Tell the students that Mexico is a country like the United States. Show the students the country of Mexico on a world map.
2. Ask a volunteer to locate the United States on the map. Using a piece of string or yarn, measure the distance from Idaho to Jalisco.
3. Explain to the students that Idaho and Jalisco have developed a Sister State relationship.
4. Discuss with students that a large percentage of Idaho's Mexican-Americans have historical ties to the state of Jalisco.
5. List some traditions that have shaped the arts in Mexico and Idaho.

#### **Materials Needed:**

- a. World map or globe
- b. Yarn or string
- c. Chart paper and markers

#### **CULTURE/ARTS FOCUS:**

1. Discuss with students that both Indian and Spanish traditions have shaped the arts in Jalisco.
2. Tell the students that murals are a good way to make art available to many people.
3. Share with students information on Orozco, one of Mexico's most famous artists.
4. Explain to the students that Orozco's most famous mural was influenced by the Mexican struggle for independence from Spain.
5. Have each student make a mural about himself or herself. Tell them to include special days, events, celebrations, etc.
6. Display the murals and ask each student to write a paragraph explaining the art in his or her mural.

#### **Materials needed:**

- a. Information on Orozco
- b. Markers, crayons, paint or colored pencils
- c. Large pieces of paper

#### **INTEGRATIVE PROJECT:**

Prepare a poster on Jalisco, Mexico.

1. Research or gather information about the state of Jalisco. Choose two or three aspects of the state of Jalisco, such as its people, resources, geography, business, climate, government, or any aspects that particularly interest you.
2. Then prepare your poster, using a map, illustrations, photographs from magazines, and brief descriptions about this state in western Mexico.
3. Present your poster to the class.

#### **Materials Needed:**

- a. Poster board or construction paper
- b. Colors, crayons, colored pencils
- c. Information about Jalisco such as magazines, books, brochures or web sites.

## **MIDDLE SCHOOL**

### **INTEGRATED SOCIAL SCIENCES:**

A Visit to Jalisco, Mexico (Hands-on Social Studies)

Make believe you are a travel agent. Your job is to help people have fun on their vacation as well as learn about the place they are visiting. You have decided to make a travel brochure for Jalisco, Mexico.

Remember to make your brochure fun and informative, with real information. Things to include may be:

1. A map of Mexico with the location of Jalisco
2. Pictures of different land areas (scenery)
3. Pictures of the people of Jalisco
4. Places to visit in Jalisco, Mexico
5. Special events or holidays
6. Tips for things to do
7. History
8. Web site or address for more information

Be sure to write captions under your pictures to tell about them. Brainstorm with your teacher and classmates before you begin.

### **CULTURE FOCUS:**

Divide into groups of four or five and prepare *Biarria*. If it is not possible to do so during the school day, have students prepare the meal at home for extra credit.

Materials needed:

- a. Kitchen facilities and supplies
- b. Ingredients as listed in recipe
- c. Serving dishes

### **CULTURE AND TECHNOLOGY FOCUS:**

Using the Internet, go to <http://www.jalisco.com>. Click on Culture and explore the sections on Jalisco's famous artists. Which artist is your favorite? Why?

Materials needed:

- a. Computer with Internet access

### **INTEGRATIVE PROJECT:**

Prepare a poster on Jalisco, Mexico.

1. Gather information about two or three aspects of the state of Jalisco, such as its people, history, resources, geography, business, climate, government, or any aspects that particularly interest you.
2. Then prepare your poster, using a map, illustrations, photographs from magazines, and brief descriptions about this state in western Mexico.
3. Present your poster to the class.

Materials Needed:

- a. Poster board or construction paper
- b. Colors, crayons, colored pencils
- c. Map of Mexico
- d. Photographs from Jalisco
- e. Information about the people, geography, climate, government of the state

## **HIGH SCHOOL**

### **BUSINESS AND WRITING FOCUS:**

Pretend that you are the President or CEO of an Idaho company that makes computer keyboards. Your company only sells its products in the United States, but is interested in expanding sales into Mexico. Write a paragraph on each of the following questions.

1. Why would the state of Jalisco be a good place for your company to start? Why or why not? Discuss economic, cultural and educational factors that may influence your decision.
2. What resources are available to help you learn about selling your products in Jalisco?
3. What difficulties might you encounter?
4. Discuss how the NAFTA agreement has helped to encourage the "sister state" relationship between Jalisco and Idaho. Discuss the pros and cons of NAFTA from both perspectives.

Materials:

- a. Information concerning Jalisco's economy, cultural and educational factors.
- b. Information on NAFTA agreement.

### **CULTURAL AND TECHNOLOGY FOCUS:**

Have students log onto the Internet: <http://www.jalisco.com/culture/index.html>.

1. Listen to the mariachi music available through Real Player.
2. Find out the history of mariachi music. Write about the songs that appeal to you. Why are they appealing? Is there a particular instrument that makes that song enjoyable?
3. Research the history of mariachi music. Where and why did it originate? Why does it continue to be popular in major Mexican celebrations?

Materials:

- a. Computer with Internet access, sound capabilities and Real Player installed. Real Player is available free from <http://www.real.com>.

### **FOR SPANISH CLASSES:**

Using the Internet, look at the web site for *El Informador*, Guadalajara's most important newspaper. The site is located at <http://www.informador.com.mx>. The articles are in Spanish. Choose one that you find most interesting and write a one page summary of it in English.

# ADDITIONAL RESOURCES

## WEB SITES:

Jalisco Government Home Page  
<http://www.jalisco.gob.mx>

Jalisco Ministries of Culture and Tourism  
<http://www.jalisco.com>

Mexico Travel/Ministry of Tourism  
<http://www.mexico-travel.com/jalisco>

Puerto Vallarta  
<http://www.puerto-vallarta.com>

## BOOKS:

Aardema, Verna. Pedro and the Padre. Dial Books, 1991.

Campos, Anthony John. Mexican Folk Tales. University of Arizona, 1983.

Muria, Jose. Breve Historia de Jalisco. Continenta, 1994.

Watkins, Larry, *et al.* Bats of Jalisco, Mexico. Texas Tech University, 1972.